

# **CAREER READINESS CERTIFICATE CONSORTIUM (CRCC) CHARTER**

(Working Draft as of 8/13/04)

**Purpose:** The consortium is formed to design, develop, implement, and advocate a tiered model of a portable career readiness certificate based on the WorkKeys© assessment process that will be fully recognized across all consortium states.

**Founding Member States:** Delaware (Betty Archer), District of Columbia (Gregory Irish, Keith Mitchell), Kentucky (Nancy LaPrade), Maryland (Gloria Sandstrom), North Carolina (Beth Lucas), Tennessee (Bob Henningsen and Bob Parsons), Virginia (Barbara Bolin and Katherine DeRosear), West Virginia (David Lieving)

**Member States:** Alabama, Delaware, District of Columbia, Georgia, Kentucky, Maryland, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia

**Consortium Lead:** Barbara Bolin, Virginia

**Consortium Administrative Support:** To be shared among the states, with Virginia as central point of contact and official depository of initiative work documents and overall process information.

**Expected Completion Date:** On-going work, recommendations as developed with major launch of concepts by July 1, 2005

**Linkages:** Individual consortium state's initiatives, WorkKeys© products and services, similar initiatives in other parts of the country

## **Background:**

Credentialing is a critical issue needing to be addressed from a number of backdrops. All states in this consortium have an interest in how to improve ways to credential all levels of workers in each state as an aid to economic development/workforce development.

In the private sector, there is a great concern about the skills gap that exists between those skills required on the job and those exhibited by potential or incumbent workers. Further, employers have reported experiencing continued difficulty regarding the ability to hire individuals who have basic employability skills.

Existing or expanding business and industry in each state desire easy, standard, and reliable ways to evaluate the abilities of individuals they are considering for hire, while new companies considering location in any state want to anticipate what might be expected in the labor pool.

Workforce development systems can also rely on credentialing as a way to measure the performance of its activities. Clearly defining what is a reliable credential compared to a certificate is also important.

Since most states are addressing the same issues and there is strong merit in having common, uniform, and consistent credentialing standards, the concept of working together in designing, developing, and implementing a "career readiness certificate" across states is a worthy undertaking. By reviewing work done to date by each state and focusing on common concepts and practices, the states participating in the consortium can enhance current processes and advance new levels for portable skills certificates.

The initial model will use the WorkKeys© assessment product as the central credentialing concept. The consortium states will collaborate collectively in order to work through issues and determine the best way to utilize WorkKeys© to achieve the goal of this initiative. As part of the work, a number of

issues from policy to process will be identified and addressed. The states will focus on reaching outcomes that will prove beneficial to both business and the potential or incumbent worker.

(For additional background also see Career Readiness Certificate Overview provided by Barbara Bolin 3/25/04)

***Initial Consortium Process Guidelines:***

- Actively participate in meetings, conference calls, research and planning of the Consortium's work.
- Meet in rotating locations in the consortium states
- Develop and share an e-mail list of consortium members
- Work toward consensus when addressing issues and developing processes
- Consider attending regional or national WorkKeys® conferences
- Call the initiative the Career Readiness Certificate Consortium (CRCC)

***Initial Identified Consortium Tasks:***

The following are the general focus areas for this group to tackle:

1. Fully define the role of WorkKeys® as a common/standard credentialing method for general abilities across broad segments of the workforce and determine how to institutionalize this across the consortium states as the basis for the Career Readiness Certificate process.
2. Identify what targeted audiences may require either awareness and/or training.
3. Develop an effective communication plan that raises awareness of the issues and conveys the outcomes of the consortium's work over time.
4. Define a central clearinghouse, as needed, for the Career Readiness Certificate process.
5. Focus on the best method for collecting meaningful statistical information regarding the use and effectiveness of the Career Readiness Certificate.
6. Develop a marketing plan.
7. Get buy-in of business groups (business organizations, Chambers of Commerce, research groups etc.)

***State Design Issues/Best Practices:***

1. Design the overall certificate process to include certificate layout, documentation, central file depository, notification, producing, and controlling (quality, assurance, security) the certificate issuance process, etc.
2. Develop a comprehensive plan and "roll out" process for the Career Readiness Certificate to include requirements, awareness, education, logistics, etc.
3. Review budget needs, including costs (individual and shared) for the process from the assessment tools to issuance and monitoring of the proposed certificate process.
4. Identify what, if any, policy development may be required, and draft sample policy language for common use.
5. Develop the informational and training materials (review existing materials) to be used in conjunction with the Career Readiness Certificate process.
6. Assist with getting training deployed throughout all states (may incorporate with other training).
7. Develop appropriate agreed upon definitions of credential programs in comparison to certificate programs along with a common "taxonomy of credentialing".

8. Benchmark other states to see what has worked successfully and to identify potential promising practices to incorporate into the Consortium's work.
9. Develop a comprehensive plan and state rollout process (blueprint for rollout).
10. Develop a marketing plan.